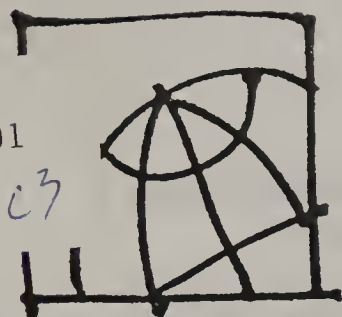


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VIGNETTES

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The Agricultural Trade and Marketing Information Center Newsletter

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New Technologies Available for Trade and Marketing

Automated Trade Library Service

(Information provided by California State World Trade Commission.)

The Automated Trade Library Service (ATLS) is a computer-based comprehensive information system now available to all California companies.

The new program allows California exporters immediate access to a network containing market research, trade leads and other valuable information. ATLS has been implemented through a cooperative effort between the California State World Trade Commission's Office of Export Development and the California Agricultural Technology Institute (CATI).

ATLS can be accessed anywhere in California by dialing a local access number with a personal computer modem. These access numbers or gateways, are located at all 19 campuses of the California State University System and will link your computer, toll free, to the system's host computer located on the campus of California State University, Fresno. As part of CATI's Advanced Technology Information Network (ATI-Net), ATLS is accessible 24 hours a day, 365 days a year.

There is no cost to individuals or companies participating in the trade library program, no fees, no monthly charges and no cost for information retrieval. Most users can access the ATI-Net with just a local phone call to a nearby CSU campus.

For technical support, please contact:

ATI-Net Office
California State University, Fresno
2910 East Barstow Avenue
Fresno, CA 93740-0115
TEL: (209)278-4872; FAX: (209)278-4849.

For additional information on ATLS or the services provided by the World Trade Commission, please contact:

OFFICE OF EXPORT DEVELOPMENT
California State World Trade Commission
One World Trade Center, Suite 990
Long Beach, CA 90831-0990
TEL: (213)590-5965; FAX: (213)590-5958.

INFO-SOUTH

(Information provided by University of Miami.)

The INFO-SOUTH Latin American Information System is a comprehensive bibliographic database developed by the University of Miami's North-South Center and the Institute of InterAmerican Studies of the Graduate School of International Studies.

INFO-SOUTH services include: Online abstract service, fully indexed for easy searching; full-text copies of abstracted articles; and selective dissemination of information (SDI's) based on preselected profiles provided by users. All original documents are kept on file at the University and are available to users through facsimile or mail.

INFO-SOUTH provides citations and abstracts of materials relating to contemporary economic, political and social issues in Latin America. Some of the topics covered include: agriculture, banking, demography, development, ecology, economics, finance, foreign investment, foreign trade, marketing, science and technology, sociology, and transnational corporation. In addition to U.S. and Latin American views, INFO-SOUTH also provides a perspective of the issues from Western Europe, Japan, Eastern Europe and USSR.

(See Technologies, page 2)



ATMIC, Room 304
Beltsville, MD 20705-2351

Phone: (301) 344-3509
or (301) 344-3704

(Technologies, continued from page 1)

There are two new databases under development: Statistical Database, and Directory of People and Organizations.

For more information on INFO-SOUTH contact:

INFO-SOUTH
P.O. Box 248014
Coral Gables, FL 33124-3211
TEL: (305) 284-4414 or (800) 752-9567
FAX: (305) 284-6370.

International Trade Information System

(Information provided by Dr. Yao-Chi Lu.)

The International Trade Information System (ITIS) was developed by Dr. Yao-Chi Lu, Economist, and associates, Phil Colling, Economist, and Noel Nielson, International Trade Specialist, at the Systems Research Laboratory, Agricultural Research Service, United States Department of Agriculture, Beltsville, Maryland.

ITIS provides agricultural exporters and would-be exporters basic information about five Pacific Rim countries and about trade and commodities in these

countries so that exporters can tailor their products to meet the demand of foreign consumers.

ITIS is an information system which integrates relevant information and packages it into an easily understandable and usable form. Vast amounts of information was collected about international trade for five Pacific Rim nations: Japan, Taiwan, South Korea, Hong Kong and Singapore. The information includes an overview of each country, agricultural policy, production and consumption, imports from the world and the U.S., tariffs and other trade barriers, export opportunities, and consumption patterns.

The system, which integrates expert system and hypertext technologies, was developed using KnowledgePro, an expert system shell by Knowledge Garden, Inc.

Abbreviated outlines for ITIS appear below. ITIS is scheduled to be released in two months via National Technical Information Service (NTIS). For additional information contact:

National Technical Information Service
5285 Port Royal Road
Springfield, VA 22161
TEL: (703) 487-4630.

International Trade Information System (ITIS) Abbreviated Outlines

South Korea, Taiwan, Hong Kong and Singapore

- I. Overview
 - A. General Information
 - B. Demographics
 - C. Geography
 - D. Economy
 - E. Government
 - F. Summary Statistics
- II. Agricultural Production and Consumption
- III. Agricultural Trade
 - A. Overview
 - B. Imports from the World
 - C. Imports from the U.S.
- IV. Agricultural Policy
 - A. Overview

- B. Domestic Policy
- C. Trade Policy

V. Distribution Systems

Japan

- I. Overview
 - A. Japan
 - B. Economy
 - C. Population
 - D. Agriculture
 - E. Forestry
 - F. Fishery
 - G. Land Use
 - H. Agricultural Market
 - I. Summary Statistics
- II. Agriculture
 - A. Policy

- B. Production and Consumption
- C. Consumption Patterns

III. Imports

- A. Imports from the World
- B. Imports from the U.S.
- C. Opportunities for U.S. Exporters
- D. Trade Constraints

IV. Opportunities in the Eating-Out Industry

- A. Overview
- B. Consumption Patterns
- C. Food Service
- D. Beverage

V. Distribution Systems

VI. Strategies for Entering Markets

Meetings/Conferences

Export Operations Workshop, held at World Trade Institute, World Trade Center, New York, June 12-15, 1991. For information call: (212) 466-4044.

43rd Annual New Jersey Business Conference-International Connection: A 90's Perspective on Trade and Investment, held at Rutgers University, New Brunswick, NJ, June 14, 1991. For information, call Natalie Burrows, First Fidelity Bancorporation, 550 Broad Street, B55003, Newark, NJ 07102.

Global Linkages: Investment and Development in the Bahamas, in Nassau, June 20-22, 1991. For information, contact: Marmel International, Ltd., 1511 K Street, NW, Suite 1100, Washington, DC

20005. TEL: (202) 783-0970; FAX: (202) 783-0954.

1991 Southeast Regional Trade Fair, San Juan, Puerto Rico, Condado Plaza Hotel, August 26-27, 1991. Sponsored by the U.S. Customs Service in conjunction with the Puerto Rico Economic Development Administration sixth annual Caribbean Conference. For information, contact: Wanda Hensley, U.S. Customs Service. TEL: (202) 566-6541.

Expo USA, held in Santo Domingo, Dominican Republic, September 20-22, 1991. For information, contact: U.S. and Foreign Commercial Service, American Embassy, Dominican Republic, APO Miami 34041. TEL: (809) 541-

2171 ext. 401 and 403; FAX: (809) 888-4833.

AGLINK'91 - International Agribusiness Meetings, Kansas City, Missouri, USA, Westin Crown Center Hotel, October 31 - November 1, 1991. Co-sponsored by the USDA Extension Service, the U.S. Small Business Administration, the Greater Kansas City Chamber of Commerce and the International Trade Club of Kansas City and the U.S. Department of Commerce. For information, contact: Dr. Dixon Hubbard, USDA, Extension Service, RM 3851 South Building, Washington, DC 20250-0900. TEL: (202) 447-6283; FAX: (202) 447-4924.

Items of Interest

Gulf Reconstruction

- The Agricultural Trade and Marketing Information Center has received numerous calls about the Persian Gulf reconstruction activities and business opportunities. Both the U.S. Department of Agriculture and the U.S. Department of Commerce provide assistance to American businesses interested in agricultural and commercial opportunities in the Gulf. For information on rebuilding the food market in the Gulf contact: **Phil Letarte, Agricultural Trade Office, American Embassy - Manama**, FPO New York, NY 09526-0001; TEL: (011-973) 270-331; FAX: (011-973) 274-233. (Work week: Saturday-Wednesday.) For information on commercial activities, the U.S. Department of Commerce has set up the **Gulf Reconstruction Center**. For more information, please contact the Center at (202) 377-5767 or (202) 377-5737.

Publications

- *The 1990 Caribbean Basin Investment Survey: Users Guide for Investors, Exporters, and Importers*. Available from: U.S. Government Printing Office, Superintendent of Documents, Wash-

ington, DC 20402. (stock # 003-009-00591-4) Cost: \$8.50.

- *Caribbean Business Directory*. Publisher: Caribbean Imprint Library Services, Box 350, Department D.C., West Falmouth, MA 02574. TEL: (617) 540-5378. Cost: \$49.75, paper edition.
- *Export Handbook for U.S. Agricultural Products* by C.J. Nichols. Revised 1985, U.S. Department of Agriculture, Office of Transportation. To obtain a copy contact the author at (202) 245-5325.

The Handbook provides information on shipping, product selection, packaging, documentation, insurance, labelling, financing, storage, handling, loading, and transport.

- *Guide to Market Opportunities in Hungary, 1990*. Publisher: Pasha Publications, 1401 Wilson Blvd., No. 900, Arlington, VA 22209. TEL: (703) 528-1244. Cost: \$297.00.

The book includes information on key sectors of the economy; major Hungarian and U.S. laws; contacts in the Hungarian business community and government; and foreign investors.

Information Products Available from ATMIC

The Agricultural Trade and Marketing Information Center distributes single copies of its bibliographies and other reference products free on request. To request a copy of any of these information products, call the Center at (301) 344-3509 or (301) 344-3704 or mark your selections on this page and return it with a self-addressed gummed label to:

USDA, National Agricultural Library
Agricultural Trade and Marketing Information Center
Room 304
ATTN: Mary E. Lassanyi
Beltsville, Maryland 20705-2351.

Agri-Topics:

- ☐ AT 91-01: *Do's and Don't's in Doing Business Overseas*, October 1990

Special Reference Briefs:

- ☐ SRB 91-01: *Countertrade or Barter*, October 1990 (updates SRB 88-01)
- ☐ SRB 90-05: *The Meat Industry*, April 1990
- ☐ SRB 90-01: *The Republic of Turkey*, October 1989
- ☐ SRB 89-09: *The European Community (EC)*, July 1989
- ☐ SRB 89-03: *Directory of Export and Trade Assistance*, (updated) September 1989
- ☐ SRB 88-08: *Competitiveness of U.S. Agriculture in World Trade*, June 1988
- ☐ SRB 88-03: *Japan Marketing and Trade, Current Assessment*, March 1988

Quick Bibliographies:

- ☐ QB 91-92: *African Economic Development January 1988 - December 1990*, May 1991
- ☐ QB 91-71: *Forest Products January 1980 - December 1990*, April 1991
- ☐ QB 91-11: *Japan's Agricultural Marketing and Trade January 1988 - August 1990*, October 1990
- ☐ QB 91-10: *U.S. Farm Policy January 1989 - August 1990*, October 1990 (updates QB 88-59)
- ☐ QB 91-09: *G.A.T.T. and Global Agriculture January 1989 - August 1990*, October 1990
- ☐ QB 89-65: *Marketing of Horticultural Products January 1979 - February 1989*, June 1989
- ☐ QB 89-24: *Transportation of Agricultural Goods January 1979 - November 1988*, February 1989
- ☐ QB 89-21: *World Rice Trade January 1979 - September 1988*, January 1989
- ☐ QB 88-36: *Agribusiness in the 1980's 1979 - 1987*, March 1988